

ORDER

FIRST COAST NEWS



A GARNETT COMPANY

| | | | |
|---------------|-----------------------------|---------------------|------------------------------|
| Orders | Order / Rev: | 716000 | |
| | Alt Order #: | 6332960 | |
| | Product Desc: | OFA EST 1844 | |
| | Estimate: | 1844 | |
| | Flight Dates: | 09/25/12 - 10/01/12 | Primary AE: Jim Quinn |
| | Original Date / Rev: | 09/24/12 / 09/24/12 | Sales Office: T-PHI |
| | Order Type: | Political | Sales Region: NAT |

| | | | |
|---------------|-------------------------|------------------------------|------------------------------------|
| Agency | Name: | Greer Margolis Mitchell/ Pol | |
| | Buying Contact: | | Billing Type: Cash |
| | Billing Contact: | | Billing Calendar: Broadcast |
| | | 3050 K St NW | Billing Cycle: WEEKLY |
| | | Washington, DC 20007 | Agency Commission: 15% |

| | | | |
|-------------------|-----------------------|-------------------|-----------------------------------|
| Advertiser | Name: | Obama For America | |
| | Demographic: | A35+ | New Business Thru: |
| | Product Codes: | PL-Presidential | Order Separation: 00:15:00 |
| | Priority: | P-1 | Advertiser External ID: |
| | Revenue Codes: | AGY, GEN, POL | Agency External ID: |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/24/12 | 09/30/12 | 3 | \$1,950.00 | \$1,657.50 |
| 10/01/12 | 10/07/12 | 1 | \$800.00 | \$680.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|----------|-------------------|-------------------|-------------|
| September 2012 | 3 | \$1,950.00 | \$1,657.50 | 0.00 |
| October 2012 | 1 | \$800.00 | \$680.00 | 0.00 |
| Totals | 4 | \$2,750.00 | \$2,337.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-----------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|---------------|----------|-------------------|
| E 1 | WTLV | 09/25/12 | 09/28/12 | M-F 6-7a | CM | 6a-7a | -TWTF-- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | | | M-F 6-7am | | (6:00 AM-6:30 AM) | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -TWTF-- | | 1 | | | | \$900.00 | | 0.00 | | | |
| E 2 | WTLV | 09/25/12 | 09/28/12 | M-F 6-7a | CM | 6a-7a | -TWTF-- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | | | M-F 6-7am | | (6:30 AM-7:00 AM) | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -TWTF-- | | 1 | | | | \$900.00 | | 0.00 | | | |
| E 3 | WTLV | 09/25/12 | 09/28/12 | M-F 10-11a | CM | M-F 10a-11a | -TWTF-- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | | | Today Show 3 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -TWTF-- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 4 | WTLV | 10/01/12 | 10/01/12 | Mon Prime C | CM | Mon 10p-11p | M----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | | | Mon Prime C | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | M----- | | 1 | | | | \$800.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 4 | \$2,750.00 |